

Personal data policy

Updated 22.05.2018

Sand Road Freight A/S is an independent transport and forwarding company. Sand Road Freight A/S (in the following referred to as “we”, “us” and “ours”) wants to create absolute security for you when you use our digital services and products. We have a clear company policy that your personal information is used responsibly with respect for your privacy and, of course, so it complies at all times with the applicable data protection legislation, including the Data Protection Regulation and the European Parliament’s and Council’s regulation (EU) 2016/679 of 27 April 2016 (“Data Protection Regulation”).

1. Contact information

We are data controllers in relation to the gathering and processing of personal information which takes place when you use our digital services. If you have any questions, then please contact:

Sand Road Freight A/S
Vejlevej 2
DK-7400 Herning
E-mail: info@sandroad.dk
Telephone number: +45 97 14 88 00

2. Gathering of your personal information

We gather some information about you and your use of our digital services for the purposes stated in section 3 below.

The information we gather can be divided into two categories:

- **a.** information that you actively give us, including when you register for our newsletters, create a profile, participate in a competition, sign up for a subscription, purchase products/services or communicate with us.
- **b.** information that is automatically gathered when using our digital services including your IP address, information on type of browser and which pages you have visited (typically via cookies).

3. Use of your personal information

We only use your personal information for the following purposes:

- **a.** to be able to deliver the required services or products, for example, subscription products,
- **b.** to be able to communicate with you, for example in relation to changes to our terms and in cases where you contact our customer service with questions about our products or services,
- **c.** to be able to help us to better understand how our digital services are used and to be able to improve and develop these, including for statistical purposes and to test new systems and processes,
- **d.** to ensure the operation of our digital services, including our websites,
- **e.** to send you news, special offers and other marketing via email, telephone and/or text messages, but only to the extent we have your consent to receive marketing,
- **f.** in order to prevent, detect and investigate fraud or other illegal activity, and

- **g.** to comply with our legal obligations and to be able to document, exercise or defend our legal rights.

In relation to points a./d. (operation), c. (analysis) and e./f. (advertising) we use cookies. You can read more about our use of cookies in section 8 below.

In relation to point e. (advertising), and in addition to cookies, we use the information you submit to us when you register for our newsletter or create a profile, including demographic information with a view to making the content of our advertising more relevant.

4. Transfer of your personal information to third parties

We may transfer your personal information to the categories of third parties stated below:

- **a.** service providers who assist with our company activities, including hosting providers, providers of software and analysis tools, etc.,
- **b.** third parties who provide products or services in association with events that we hold
- **c.** public authorities, but only to the extent required by law, court order, or if it is necessary to document, exercise or defend our legal rights,
- **d.** our consolidated companies,
- **e.** our advisers, including accounting firms and lawyer firms, and
- **f.** other third parties for which you have provided consent or in connection with a merger, de-merger or a sale which involves all or parts of our company or assets.

5. Transfer of your personal information outside of the EU/EEA

Some of the third parties to which we transfer personal information may be located outside of the EU/EEA.

When we transfer your personal information to countries outside of the EU/EEA, which do not have an adequate data protection level in accordance with the Data Protection Regulation, we will always ensure that the necessary security measures for the protection of your personal information are in place. Transfer will only occur on the basis of the European Commission's standard contracts or the "EU-US Privacy Shield" certification (only relevant in relation to the USA). If you require further information about how your personal information is protected, you are welcome to contact us by using the contact information in section 1.

6. Legal basis for processing your personal information

We will process your personal information in accordance with this personal data policy because it is necessary in order to:

- **a.** enter into or fulfil a contract with you, including to give you the services and the service you have requested and to handle your payments,
- **b.** comply with our legal obligations, including in connection with the submission of accounts and bookkeeping,
- **c.** to promote our legitimate interests, including as far as the operation and development of our digital services, marketing (e.g. sending of newsletters), other

communication with you (e.g. to answer enquiries) are concerned, and to prevent, detect and investigate fraud or other illegal activity.

We will also process your personal information when you have provided consent for this, for example, in order to communicate with you in relation to special offers, competitions, news about our services and products or other marketing (adapted to the individual user) on behalf of our company or our third parties.

7. Protection and storage of your personal information

We take your security seriously and we will always ensure that the necessary technical and organisational security measures are implemented in order to protect your personal information against unauthorised or illegal processing as well as destruction, loss, change, misuse or publishing. We save your personal information on computers with limited access, which are located in controlled facilities and our security measures are regularly checked in order to establish whether the personal information we process is handled responsibly and in accordance with the data protection legislation.

The personal information we gather about you will be stored in accordance with the table below unless a longer storage period is required by law:

Personal information	Storage period
Personal information that is received with the intention of entering into and the fulfilment of an agreement with you, including in connection with you creating a profile on our website or order a subscription.	Up to three years after fulfilment of an agreement or for as long as required by law (for example, in order to comply with the requirements in the Danish Bookkeeping Act).
Personal information gathered in connection with the holding of events	Three years after the last participation in an event
Personal information received with the intention of sending newsletters and other marketing material.	Until your consent is withdrawn or has not been used by us for one year.
Personal information received in connection with other correspondence such as service enquiries, etc.	Until your enquiry is fully processed, and there is no reason to believe that there will be a need for further correspondence.
Personal information gathered by using cookies - for example, via Google Analytics.	Up to three years. Deletion of personal information follows according to the above.

8. Cookies

First Party Cookies

A cookie can contain text, numbers or, e.g. a date and is basically a text tile that is stored on your

computer, tablet or telephone. It is not a programme and it cannot contain a virus. Since a cookie will be on your computer, it is always possible for you to see, change or delete these cookies. You can do this in your browser settings.

We use cookies for statistics and analysis and basic site functionality which help us to make our products better through user insight. Here, we gather information on when and for how long you visit a website, which and how many sections, articles and other products you visit, whether your computer has visited us before, which browser and operating system you use, IP numbers, which advertisements you view, etc. With your permission, we also use the gathered information to target our direct marketing to you. Furthermore, we use the information in a general form to document and prepare the value of advertisement insertions in regard to our advertisers.

For the ordinary use of Sand Road Freight websites where you do not use forms for direct entry of, e.g. name and address, the websites only use cookies. If you submit additional information, e.g. in connection with the creation of log-in, a pooling of data will occur which enables Sand Road Freight to make your behaviour personally identifiable. This pooling of data can only be done by Sand Road Freight and not by our partners. All companies in Sand Road Freight may use the information even though there are only a few employees who can actually view and de-code it.

These cookies are called first party cookies and are set by Sand Road Freight A/S.

Third Party Cookies

Sand Road Freight also has a number of partners who set cookies - so-called third party cookies. This could be our advertisers, media agencies, advertisement network and other services (e.g. Facebook) that set these cookies.

The purpose of third party cookies is to ensure the delivery of targeted online advertisements and to ensure the functionality of the services our sites offer. For surveys, analyses and similar, cookies are set with the purpose of registering your response and thus avoid you receiving the same questionnaire again.

The information that is obtained via cookies is stored in our systems - internally or with partners. We have entered into data processing agreements with our partners who are consequently jointly bound to protect personal data. We do not hand over/exchange data with players with which we do not have valid EU data processing agreements.

9. Your rights

According to the Data Protection Regulation you have a number of rights in relation to our processing of your personal information:

- **a. Right to see information (right to insight)**
You have the right to gain insight into the information we process about you, as well as some additional information.
- **b. Right of retraction (correction)**
You have the right to have incorrect information about yourself correct.
- **c. Right of deletion**
In special cases you have the right to have information about you deleted before the date of our ordinary general deletion occurs.
- **d. Right to limitation of processing**
In special cases you have the right to have the processing of your personal information limited. If you have the right to limited processing, in future we may only process the information - except for storage - with your consent or with a view to

legal requirements being determined, being made applicable or justified or to protect a person or important societal interests.

- **e. Right to objection**
In some cases you have the right to submit objection against our otherwise legal processing of your personal information. You can also submit objection against the processing of your information for direct marketing.
- **f. Right to transmit information (data portability)**
In some cases you have the right to receive your personal information in a structured, ordinarily used and machine-readable format and to have this personal information transferred from one data controller to another without obstruction.
- **g. The right to withdraw consent**
You have the right at all times to withdraw a possible consent, which forms the basis for the processing of your personal information. In certain cases the withdrawal of consent requires that you actively discontinue your log-in yourself and delete any cookies in your browser.

You also have the right to submit a complaint to the Danish Data Protection Agency if you are dissatisfied with the way in which we process your personal information. You will find the Danish Data Protection Agency's contact information on www.datatilsynet.dk.

You can read more about your rights in the Danish Data Protection Agency's guide on the registered person's rights, which you can find on www.datatilsynet.dk.

If you want to make use of your rights, you can contact us via persondata@nordjyske.dk or the contact information in section 1. If you want to change your contact information, you can do so by following the link "Update your data" at the bottom of the daily/weekly newsletter you receive from us.

10. Changes to this personal data policy

This personal data policy will be regularly updated on our website.

Sand Road Freight A/S
Vejlevej 2
DK-7400 Herning
CBR: 32559786
Tel.:+45 97 14 88 00

What is a cookie?

A cookie is a small text file which we save on your computer to be able to keep control of what occurs during your visit and to be able to recognise the computer. A cookie only contains text, is not a programme and does not contain a virus.

The website's use of cookies

Cookies are necessary so the website can function. Cookies also help us to gain an overview of your visit on the website so we can regularly optimise and target the website to your needs and interests. For example, cookies remember what you have placed in a shopping basket, whether you have visited the website before, whether you are logged in and which language and data you prefer to have displayed on the website. We also use cookies to target our advertisements for you on other websites. Generally, cookies are used as a part of our service to display content that is as relevant as possible to you. Here is the overview of the website's use of cookies and our partners in this regard:

How to reject or delete your cookies

Rejection of cookies: You can always reject cookies on your computer by changing the settings in your internet browser. The location of the settings depends on which browser you use. However, you must be aware that if you do this, there are many functions and services you will not be able to use because these functions and services assume that the website can remember the choices you have made.

You can opt out of cookies from Google Analytics [here](#).

It is possible to opt out of advertisement networks, which share information across various networks [here](#).

Deletion of cookies: Cookies which you have accepted previously can be easily deleted afterwards. If you use a computer with a later version internet browser, you can delete your cookies by using the short-cut keys:

CTRL + SHIFT + Delete. If the short-cut keys do not work and/or you use a MAC, you must begin by finding out which browser you use and then click on the relevant link:

Remember: If you use several internet browsers, you must delete cookies in all of them.

[Internet Explorer](#)

[Mozilla Firefox](#)

[Google Chrome](#)

[Opera](#)

[Safari](#)

[Flash cookies \(all browsers\)](#)

[iPhone, iPad and other devices from Apple](#)

[Telephones with Android operating system](#)

[Telephones with Windows 7](#)

Remember: If you use several internet browsers, you must delete cookies in all of them.